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Message Text

UNCLASSIFIED

PAGE 01 HELSIN 01740 121450Z

53
ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
---------- 039776
R 121328Z AUG 75
FM AMEMBASSY HELSINKI
TO USDOC WASHDC
INFO SECSTATE WASHDC 9009
AMEMBASSY STOCKHOLM

UNCLAS HELSINKI 1740

STOCKHOLM FOR TRADE CENTER

E.O. 11652: N/A
TAGS: BEXP FI
SUBJ: IN-STORE PROMOTION - BICENTENNIAL

1. OY STOCKMANN AB, FINLAND'S LARGEST DEPARTMENT STORE, INQUIRED ABOUT U.S. SUPPORT FOR IN-STORE PROMOTION IN SECOND OR THIRD QUARTER OF CY 1976, TIED TO BICENTENNIAL THEME.

2. POST HAS EXPLAINED IN-STORE PROMOTION PROGRAM TO STOCKMANN'S REPRESENTATIVE, BUT NEEDS TO KNOW (A) IF FUNDS AVAILABLE IN NORMAL FY 76 BUDGET FOR A PROMOTION IN FINLAND IF SUITABLE APPLICATION SUBMITTED, AND (B) IF ANY BICENTENNIAL PROGRAM WOULD BE AVAILABLE WITH SIMILAR TYPE AND LEVEL OF PROMOTIONAL SUPPORT.

3. AS STOCKMANN IS CURRENTLY PLANNING ITS SPRING AND SUMMER PROGRAMS, EARLY RESPONSE MOST USEFUL.
AUSTAD

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 12 AUG 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975HELSIN01740
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750278-0331
From: HELSINKI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750861/aaaacbuh.tel
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Original Handling Restrictions: n/a
Original Previous Classification: n/a
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Reference: n/a
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Review Comment: n/a
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